

**Catalyzing the Influence of Sanctuary Advisory Councils –  
How Local Actions Can Have Regional, National and Global Effects  
Alpena, Michigan – May 7, 2009**

## **Summary of Break-Out Sessions**

NOAA's Office of National Marine Sanctuaries is committed to help catalyze and facilitate local council engagement and stewardship at the community level to achieve regional, national and global results. The program is ready to help individual councils organize, empower, direct and educate their respective constituencies towards greater and locally meaningful purposes.

At the Sanctuary Advisory Council Chairs Summit session held on May 7, 2009, council chairs and coordinators were asked to participate in break-out groups to address the following questions:

1. **What are some “touchstone” issues important to your community?** These are issues that generate substantial community discussion and debate, and often do not have a clear solution or path forward. They may or may not be directly related to the oceans (i.e., concerns about growing unemployment rate to downturn in the economy, or concern about pollution from upstream sources causing beaches to be closed and business to go elsewhere, etc.)
2. **Given the keystone issues for your community, think about tangible roles and activities that individual advisory council members, working groups or the council as a whole could take to help address the issues.** (i.e., organize a workshop/meeting with local community leaders and the public to discuss new ways to capitalize on the attributes of your sanctuary)
3. **What mechanisms or tools can ONMS staff and/or councils develop or enhance to facilitate advisory council interactions with other user groups, organizations, and agencies in their local areas?**
4. **What can the ONMS staff and/or councils do to help those local interactions have positive regional, national, and global affect?**

The following notes summarize discussions from each of the five break-out groups.

### **Next steps:**

Many sanctuary advisory councils are already actively engaged in looking at the bigger picture and maximizing their local efforts to the greatest regional and national effect. The hope for the session was to facilitate some cross-pollination between councils, and get councils and staff thinking outside the box on how to make the greatest impact with the current and future resources and activities councils are engaged in. Coming out of this session, councils may wish to:

- (1) Work through a similar exercise (using the attached questions and strawman) with their councils;
- (2) Select one of the issues identified in the session (and/or identified by your council chair and coordinator) and move forward with it at the local level;

- (3) Utilize the information from the break-outs as background information in determining how to most effectively progress through future issues; or
- (4) Use the session to spur other creative ways to get your councils maximizing their current time and resources to the greatest effect.

### **Breakout Group #1**

Facilitator: Lisa Symons (ONMS)

Participants: Eric Kett (CI Chair), Mike Murray (CI Coord), Steve Kroll (TB Chair), Jean Prevo (TB Coord), Dean Hudson (FB Chair), Veronika Mortenson (TB Coord)

### **Question 1: Identification of Touchstone Issues**

- ❖ Access
  - Airports
  - Roads
  - Signage
  - Public Access via Education/Outreach
- ❖ Aquaculture
- ❖ Climate Change
  - Acidification
- ❖ Community Participation (Awareness)
  - Local, Regional, beyond
- ❖ Economy
  - Relationships with Business Community (or the lack thereof)
- ❖ Invasive Species
- ❖ Marine Debris
- ❖ Marine Protected Areas
- ❖ Noise
- ❖ Oil & Gas Development/Alternative Energy Development
- ❖ Shipping Issues
- ❖ Tourism Promotion
- ❖ Water Quality
  - Pollution Sources Upstream
  - Public Health Impacts
  - Resource Health
  - Development Demands
- ❖ **Touchstone Issue Selected: Access/Community Participation (Awareness)**

### **Question 2: Council Roles**

- ❖ Facilitation of Community Partnerships
- ❖ Target Populations, Multicultural Outreach
- ❖ Support Grant Processes
- ❖ Finding Capital Funds/In-Kind Resources
- ❖ Liaison with Community Leaders (Businesses)
- ❖ Liaison with Indigenous Communities and Leadership

### **Questions 3 & 4: Tools/Mechanisms/Products**

*\* Need to be able to evaluate outcomes of activities*

- ❖ Telepresence
- ❖ Social Media/Networking
- ❖ 1:1 Business Outreach
- ❖ Boatbuilding Programs
- ❖ Tomol Crossing (Cultural Heritage Events)
- ❖ Youth Programs
  - Multicultural Programs such as Merito
  - ROV
  - Sanctuary Stewards
  - Hockey/Sports Teams
  - Argonauts
- ❖ Weather Kiosks, Surf Reports
- ❖ Liaise with Downtown Development Authorities, State Tourism Boards/Agencies

## **Breakout Group #2**

Facilitator: Celeste Leroux & Kate Thompson (ONMS)

Participants: George Clyde (CB SAC Vice Chair), Dan Howard (CB SAC Coord), Venetia Butler (GR SAC Secretary), Becky Shorland (GR SAC Coord), Bill Friedl (HIHW SAC Chair), Joe Paulin (HIHW SAC Coord), Mark Paterni (OLE)

### **Question 1: Identification of Touchstone Issues**

- ❖ Maritime Heritage
- ❖ Species introductions
- ❖ Cultural Heritage
- ❖ Energy Alternatives and impacts
- ❖ Conveying importance of sanctuaries, generating environmental stewardship
  - Redacted: is not a topic of community discussion
- ❖ Linking communities to sanctuaries
  - Redacted: is not a topic of community discussion
- ❖ Marine Debris
- ❖ Fisheries decline
  - A major issue for all sanctuary communities, not selected as key topic because it is very complicated and the potential actions for individual SACs are highly varied
- ❖ Ocean Health (selected for answering the next 3 questions)
  - This selection of a Touchstone issue was followed by some discussion of what was meant to be accomplished in this exercise, as the guidelines were open to broad interpretation. We decided on demonstrating how SACs can support sanctuaries from the advisory board, sanctuary/region, and national/global level. We kept Dan's challenge piece in our minds when forming the following framework for action.
- ❖ **Touchstone Issue Selected: Ocean Health**

### **Question 2: Council Roles**

- ❖ Host forums to make research findings/data both available and accessible.
  - Have SAC members who are experts speak to the public
  - Bring in outside experts to speak to SAC members and the public
- ❖ Use sanctuary to promote the local economy
  - Speak to chamber of commerce and discuss opportunities to promote ocean health
  - Identify tourism constituents and work with them to add sanctuaries as a lure (visit centers or the sanctuary itself, as appropriate)
  - Identify potential and develop existing partnerships with local businesses to further ocean health
- ❖ Provide outreach to other SACs, so we can find out what is going on more regularly than an annual meeting.
  - More widely distributing newsletters, web-based access to projects, or more frequent calls suggested.

### **Ocean Health: Sanctuary and Regional Level Actions SACs can support**

- ❖ Ocean Awareness Training
  - Build off HIHWNMS existing program

- Train SAC members and NMS staff on ocean health
- Have SAC members train each other and the larger community
- Bring experts into training sessions to add a local touch and in-depth knowledge
- ❖ Tell our unique stories to generate interest from the community/region
  - Identify key stories of interest to our sanctuary or region, that would attract the attention of the community (Ex.: Humboldt squid at CBNMS)
  - Identify key stories of action, showing how sanctuaries are addressing the issue of ocean health in a variety of ways (education, research, management)
  - Use these stories to market the sanctuary wherever appropriate (could move to national level)

### **Ocean Health: National and Global Level Actions SACs can support**

- ❖ Identify key stories of interest to our sanctuary system that bind us together (e.g., climate change, whale migrations)
  - Identify key stories of action, showing how the sanctuary system is addressing the issue of ocean health in a variety of ways (education, research, management)
  - Use these stories to market ONMS wherever appropriate (e.g., international research conferences, CHOW)
- ❖ Participate in film festivals (Blue Ocean, etc.)
- ❖ Establish “sister relationships” with international MPAs
  - Use key stories to bind together and make this message strong in marketing (e.g. similar species (migrating), similar community issues, similar values)
- ❖ Focus on high profile partners
  - Ex.: Actors, athletes, musicians, filmmakers, etc.
- ❖ Support NMSF initiatives for outreach
  - Offer suggestions to NMSF directly from SACs/Sanctuaries. (NOTE: General perception that HQ-originated suggestions may not be as well received as those coming directly from sites.)
- ❖ S.P.L.A.S.H. Program
  - An existing international research project we could more formally support and participate in. Promotes whale awareness

### **Breakout Group #3**

Facilitator: Brady Phillips (ONMS)

Participants: Richard Charter (GF SAC Chair), Kelley Higgason (GF SAC Coord), Bruce Popham (FK SAC Chair), Lilli Ferguson (FK SAC Coord), William Aila (PMNM RAC Chair), Keeley Belva (PMNM RAC Coord)

#### **Question 1: Identification of Touchstone Issues**

- ❖ Education: Facilitating ocean/sanctuary experiences for inner-city/underserved youth
- ❖ Outreach: Enhancing community awareness about sanctuaries (helping to broaden the base to new audiences)
- ❖ Involvement: Oil Spill response – helping the public feel like they can help and get involved
- ❖ Awareness: Build upon local climate change summit. Discuss and demonstrate ways for local communities to reduce energy consumption, water use and pollution.
- ❖ Awareness: Link people's upland practices and activities with what is happening in the water (urban planning, road, sewer, stormwater, road runoff, etc.)
- ❖ Watershed: demonstrate how communities can engage in watershed management (Ahupua`a – mountain to reef management)
- ❖ Connecting practitioners of traditional knowledge and environmentalism... there is much common ground and knowledge to be shared with others.
- ❖ Restoration: apply and demonstrate restoration technology in local communities, don't just study the decline of an area... do something about it.
- ❖ Sanctuaries as solutions. Each sanctuary is a small laboratory where solutions are developed for local issues of importance.
- ❖ **Touchstone Issue Selected: The group listed activities for a number of the touchstone issues.**

#### **Questions 2-4: Council Roles/Tools/Mechanisms/Products**

- ❖ Education: Facilitating ocean/sanctuary experiences for inner-city/underserved youth
  - Make connections to the technology sector (i.e. Silicon Valley) to increase ability of ONMS to implement telepresence to inner-city schools
  - Encourage external partners to “adopt a sanctuary” (i.e. Google)
  - Use connections to create a new “Desperate Sanctuaries” television series about life and issues in the sanctuary system
  - Encourage local schools to have ocean curriculum as part of their education standards
- ❖ Awareness: Build upon local climate change summit. Discuss and demonstrate ways for local communities to reduce energy consumption, water use and pollution.
- ❖ Show leadership and demonstrate how local communities can:
  - Increase recycling (encourage local business and local govt. to be more effective at recycling. Sanctuary offices should lead by demonstrating their own effort)
  - Become more energy and water sufficient:
    - Highlight local individuals and business that install solar panels or are “green” certified

- Install solar panels, geothermal or wind turbines on Sanctuary buildings; have energy efficiency become part of the visitor center experience (i.e., Thunder Bay)
  - Encourage local communities to capture rain and runoff in cisterns and highlight those business who voluntarily take actions (i.e., Green Marinas or Boat Yards)
  - Work with local planning offices to mandate conservation practices in local zoning and planning laws.
- SAC Members and staff can serve as a local clearinghouse for information about how individuals, businesses and communities can reduce their energy and water consumption and reduce pollution.
- SAC member should actively inform congress about the needs for sanctuaries to be able to demonstrate such technological innovations at sanctuary offices and visitor centers.
- ❖ Connecting practitioners of traditional knowledge and environmentalism.
  - Provide opportunities to discuss scientific knowledge alongside traditional knowledge. More often than not, they are mutually reinforcing. There is much common ground and knowledge to be shared with others.
- ❖ Sanctuaries as solutions. Each sanctuary is a small laboratory where solutions are developed for local issues of importance.
  - Sanctuaries can help facilitate discussions and bring polarized groups together to find common ground and reach solutions (i.e., conservation and fisheries)
  - Sanctuaries can be places to demonstrate how technology can be used at a local level (solar, geothermal, wind, alternative fuels), management efforts (zoning), etc.
  - At every SAC meeting, provide 20 minutes for individuals or organizations to answer the question “what can I do for the sanctuary” and “what can the sanctuary do for me?”
  - Develop seminars and presentations open to the community to help plant seeds and knowledge
  - Partnerships are powerful, and partners are attracted to things they want to engage in. Create a “Partners in Nature/Oceans” campaign to raise funds for the sanctuary or foundation.
  - Provide volunteer opportunities for SAC member and staff to work with others working on issues important to the sanctuary.



**Additional Discussion**

1. Concern that what came out of 2008 SAC Summit in Newport News meeting was not “heard” and action was not taken (i.e. ONMS establishing a national council).
2. Look for ways and opportunities to keep the Chairs connected and engaged.
3. Regional Directors should meet with SAC Chairs once a quarter.
4. SAC Chairs should interact more with local friends and non-profit groups so they work together as “translators” about the Sanctuary message.
5. Keep in mind that SAC members are individuals, and can act in their individual roles outside the bounds of the SAC – particularly when congress is concerned.

#### **Breakout Group #4:**

Facilitator: Karen Brubeck (ONMS)

Participants: Chris Harrold (MB SAC Chair), Nicole Capps (MB SAC Coord), Larry McKinny (FGB SAC Chair), Jennifer Morgan (FGB SAC Coord), Shannon Ricles (Monitor Council Coord); Frank Sprtel (GCEL)

#### **Question 1: Identification of Touchstone Issues**

- ❖ Climate Change
  - Ocean Acidification
  - Sea Level Rise
- ❖ Improved relations between sanctuary and users, and among users
  - Improving relations between environmentalists/conservationists and fishers
  - Improving sanctuary relations with divers
- ❖ Marine Debris
- ❖ Water Quality
- ❖ Note: Spent a significant amount of time explaining the purpose of the session, going over the strawman, and discussing examples of the types of “touchstone issues” that might be considered.
- ❖ Note: Due to limited time, the group identified a number of issues but only had time to fully flesh out one.
- ❖ **Touchstone issues group identified: Ocean Acidification**

#### **Question 2: Council Roles**

- ❖ Educate the council on the issue
- ❖ Resolutions should be passed by all councils in the system on this issue. Fourteen resolutions will have a great impact.
- ❖ Conduct outreach to the community on the issue.
  - Build partnerships with other organizations to help with outreach
  - Charge council members with conducting outreach to their constituents, but it should not be additional work we ask the council members to do --- it can be folded into what they are already doing. Acknowledge the limited time and energy members have to volunteer.
  - The message should be hopeful and inspirational, so individuals will know their actions will matter
  - Develop a “toolbox” of specific, simple things that individuals can do that will really make a difference (ex: unplug hairdryer or other appliances in your house)

#### **Question 3 and 4: Tools/Mechanisms/Products**

- ❖ ONMS Staff should elevate resolutions to the next level
- ❖ Get support/information/presentations from NOAA or other agency experts and scientists
- ❖ Publicize local efforts to national audience (media, websites, communications division, NMSF, etc)
- ❖ Highlight local efforts at CHOW and with congressionals
- ❖ Work with NMSF and local foundation to find resources, and highlight efforts

### **Breakout Group #5:**

Facilitator: John Armor (ONMS)

Participants: Terrie Klinger (OC SAC Chair), Micah McCarty (Chair OCIPC), Andy Palmer (OC SAC Coord), Debbie Cramer (SB SAC At Large), Paul Ticco (GL/NE Region), Bo Moon Choi (Korea), Hueng Sik Park (Korea), Change Su Shong (Korea), Lynne Mersefelder (NOAA IPO).

### **Question 1: Identification of Touchstone Issues**

- ❖ Ocean acidification/climate change
- ❖ Algal bleaching (Korea)
- ❖ Failing (or missing) recycling programs in remote communities
- ❖ Climate/ecosystem shifts
- ❖ Lacking infrastructure for new careers in coastal communities
- ❖ Harmful algal blooms
- ❖ Hypoxia
- ❖ Invasive species
- ❖ **Touchstone Issue Selected: The group listed activities for a number of the touchstone issues.**

### **Questions 2 – 4: Tools/Mechanisms/Products**

- ❖ Make a sanctuary a sentinel site for ocean acidification
- ❖ Create legitimate pathways to new careers
- ❖ Increase ocean literacy (for residents and visitors)
- ❖ Ecotourism and “edu-tainment”
- ❖ Create programs that build trust between sanctuary and community
- ❖ Create citizen monitoring programs
- ❖ Screen the film Sea Change
- ❖ Figure out a way for the sanctuary to participate in the Ocean for Life program
- ❖ Conduct outreach and communication about recycling marine debris into trash project of StellwagenAlive
- ❖ Advisory council members can reach into their communities to help establish interest in community monitoring programs
- ❖ Establish sub groups of advisory councils using expertise on the councils to help provide support for monitoring programs
- ❖ Encourage school-aged children to participate in community monitoring programs-- primarily for the education value

## APPENDIX A

### Catalyzing the Influence of Sanctuary Advisory Councils -- How Local Actions Can Have Regional, National and Global Effects

Think Globally  
Act Locally  
Have Regional, National or Global Effect!

#### **STRAWMAN EXAMPLE FOR ONE ISSUE**

**1. What are some “touchstone” issues important to your community?**

- Reducing our local community’s carbon footprint by lowering electrical power and oil and gas consumption.

**2. Given the keystone issues for your community, think about tangible roles and activities that individual advisory council members, working groups or the council as a whole could take to help address the issues.**

- A SAC member agrees to form a working group who would convene a community “listening session” to initiate local discussion, generate feasible options, and galvanize specific actions to reduce electrical power and oil and gas consumption in the community.

Assume that a community meeting took place led by a SAC member(s), and the following actions were agreed upon:

- A group of individuals agreed to generate a public campaign and work with local government entities to get the local utility to supply 25% of the communities energy from renewable resources by 2015. The members agreed to get involved in the planning processes and help influence the types of renewable energy sources (wind, solar, hydro, waves/currents) that will be used and where they should be located.
- A SAC member agreed to work with the city, the local utility, and conservation organizations to develop a “Biggest Reducer” contest to see which individual, household, and business could reduce their electric or oil and gas consumption the most.
- A local biking organization agreed to work with the city planning office to create a network of pedestrian walking and biking paths along the waterfront and throughout the community to encourage residents and visitors to walk and bike instead of driving. A SAC member pledged to work with the group, and the Sanctuary to provide interpretive signage about the importance of the Sanctuary’s resources and how the social fabric and economic engine of this community relies upon healthy resources.
- A SAC member agreed to work with the Chamber of Commerce to in order to get business participation and leadership in efforts to reduce energy consumption.

**3. *What mechanisms or tools can ONMS staff and/or councils develop or enhance to facilitate advisory council interactions with other user groups, organizations, and agencies in their local areas?***

- Utilize sanctuary office spaces for the initial and/or subsequent community meetings
- Tap into Sanctuary outreach and education staff for assistance in generating public interest and awareness about the issue and meetings (communications planning and implementation), including using sanctuary listserves, website, etc. to help get the word out.
- Assistance in locating experts or others who have experience about an issue or possible solutions
- Provide training from Sanctuary staff about how to successfully engage and participate in local and state (and utility company) planning processes (similar to sanctuary management plan review)
- Utilize the contacts and relationships of sanctuary staff and other federal, state and local government leaders, as needed, to get access to the appropriate officials who can help make change.
- Provide examples of successful initiatives and links to other communities that have tried similar efforts.

**4. *What can the ONMS staff and/or councils do to help those local interactions have positive regional, national, and global affect?***

- Publicize these local efforts to a national audience on the sanctuary's website, listserves, and publications.
- Highlight local efforts at venues such as Capitol Hill Ocean Week, and have brief local members of congress about such activities
- Ensure that local successes are known across the sanctuary system, with our other partners, other government agencies and our international partners.
- Work with our National Marine Sanctuary Foundation to help find partners and resources to help make actions happen.